

3.4 APPROACHES TO CORPORATE INVOLVEMENT

There are many levels at which a corporation may choose to sponsor an event. At each level the corporation can achieve specific objectives through use of the various tactics described in the pages immediately preceding.

The event organiser needs to consider what level of sponsorship will be most attractive to a particular corporation given their current business needs. Thus, when researching the prospective sponsors (see Section V, Step 4) this level of corporate involvement must be kept in mind in order to prepare the most applicable sponsorship package.

With some knowledge of marketing and specific insights into a corporations' business objectives, an event organiser or owner can appeal to corporate partners for resources to make the event very successful or a corporation can create events for marketing purposes.

There are 5 common approaches to sponsorship involvement.

Ownership. A corporation "owns" the event. They oversee the managing, marketing and execution of the event. The Petro Canada Olympic Torch Relay is an example of an event that is owned by a corporation.

Major Sponsor. The corporations are recognised as the major sponsors of the event. In most cases, they do not have title sponsorship, but are highly recognised at the event. Coca-Cola, Kodak and 3M were major sponsors of the 1988 Winter Olympics. There is no corporate "owner" of an event if there are major sponsors.

Sub-Sponsor/Supplier. The company supplies its product to, or has a minor involvement in, the event. Retailers who have a direct link with the type of event are the most common sub-sponsors.

Theming. The company utilises the event to theme a promotion or its advertising with no direct link to the event. Numerous corporations utilise the Olympic Games as theming for their advertising, or run a new Olympic promotion.